



Partnerships



2022



Intro

[Who we are](#) | [How we work](#) | [Who we partner with](#)

Who we are:

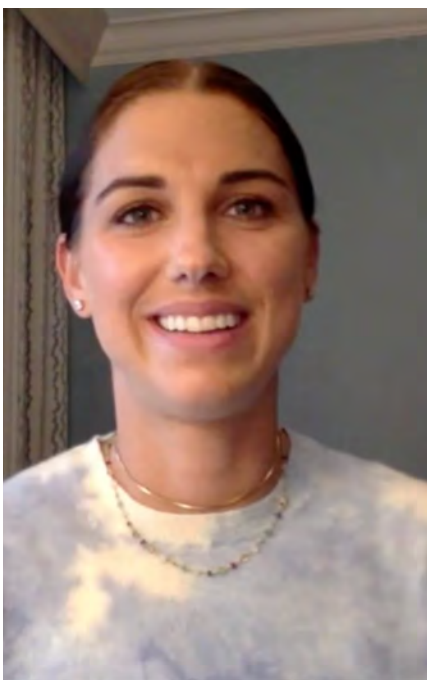
Breast Cancer Prevention Partners (BCPP) is the leading national science-based and advocacy organization working to eliminate toxic chemicals and other environmental exposures linked to breast cancer.

Who we partner with:

Our partnerships range from marketing promotions to event sponsorships, and everything in between. BCPP pushes the envelope on fun ways to educate our supporters and introduce them to companies they can trust.

How we do this work:

1 in 8 women today will be diagnosed with breast cancer and yet 90% of cases are not linked to genetics. That's why we work to eliminate the other known risk factors linked to breast cancer—to save lives. People need access to healthy food; safer, nontoxic products; and protection from exposures linked to breast cancer in their homes and workplaces. We translate science into action, we press businesses to make products safer, and we pass health-protective laws.



Partners in Prevention



balega®

BEAUTYCOUNTER®



CRUNCHI®



GoodLight™

HENRY ROSE



MyChelle®
dermaceuticals



OSEA



Our Work in Numbers

Science | Policy | Education | Events

33

Major scientific studies and reports published

16

State and federal health-protective laws passed

15

Major market victories

19

BCPP team members

1ST

In the U.S. to produce a state-wide prevention plan

23

Breast cancer environmental exposures identified

9M

Raised by 900 Climb Against the Odds participants

5M

Educational social and webinar video views

“

I've held my mom's hand – and the hand of my best friend – through breast cancer. I feel like I have been a part of such a special journey with Breast Cancer Prevention Partners and those they touch.

Michelle Kalberer
Co-CEO /
Co-Owner /
VP, People &
Culture,
Klean Kanteen

BCPP's Reach

Demographics | Email | Website | Social Media



Core audience

- Eco-conscious women
- Health conscious moms
- Individuals who have been affected by breast cancer
- Gen X, Y and millennial environmentalists
- Family and friends of those who have breast cancer
- Avg. household size: 3
- Avg. household income: \$166,000

Regions

National

Emails

Email subscribers: 50K

Avg. open rate: 20%

Website

Avg. monthly views: 100,000

Avg. age of website viewers: 25-34

Avg. age of donor: 55-74

Social Media

BCPP total social followers: 96,000

Campaign for Safe Cosmetics: 156,000

2021 social reach: 1,140,000

2021 social engagements: 110,000

2021 social video views: 305,000

The Campaign for Safe Cosmetics

BCPP's Campaign for Safe Cosmetics (CSC) leads the movement to make beauty and personal care products safer for all. We partner with like-minded businesses that are aligned with our mission to grow the marketplace for safer, non-toxic beauty and personal care products for everyone. Opportunities include:

- **Join our Business Network**
- **Event Sponsorship**
- **Cause Marketing**
- **Product Donations**

“The Campaign for Safe Cosmetics, a program of BCPP, protects people and the planet from toxic beauty three ways: educating the public; transforming the outdated cosmetics industry; and advocating for safer laws. As the original trailblazer in the safe cosmetics marketplace, we focus on eliminating dangerous chemicals linked to cancer and other serious health concerns from our products once and for all.

Changemakers' Chat 3: The Science Behind Clean Beauty



Travel with us virtually to Juice Beauty's 20-acre farm in the heart of California's Sonoma Wine Country. We talk with Juice Beauty Founder and CEO Karen Behnke about clean beauty science and farm to face benefits.

**Campaign
for Safe
Cosmetics**
a program of BCPP.org



3 Pillars

of Programing

Activate

Climb Against
the Odds

Ridge Hike

Peak Hike

New England
Peaks for
Prevention

Sacred Treks

Celebrate

BCPP's 30th
Birthday

LUNAFEST

Breast Cancer
Prevention
Month

GivingTuesday

Special events

Educate

Borrow Our
Expertise

Webinars

Advocacy

Brown Bags
Lunch and
Learns

Social Content



GIVINGTUESDAY

X3 match from



INNERSENSE
ORGANIC BEAUTY



Ways to Partner

Promotion | Product | Events | Program | Matching

Cause Marketing Promotions

Companies have the opportunity to tie the sales of their products to their support of BCPP's work. For example, \$15 from the sale of your product will be donated to BCPP, or 20% of all sales in October will be donated.

Product Donors

We rely on the generosity of our partners for many of our events and activities. We would love to hear from you if you'd like to donate product to support our mission.

Event Sponsorships

Provide support for events held during the year, from major outdoor challenges to small film screenings.

General Program Support

Strategic business partners provide financial support for the work of BCPP and act as ambassadors for the organization throughout the year.

Be A Matching Gift Partner!

Activate: Outdoor Events



Sacred Treks: Multi-day, guided, high-altitude, international trek

- Average # of Participants: 15
- May 29- June 8, 2023
- Machu Picchu



Ridge Hike: 10.5-mile hike, 6.5 mi walk & hike hybrid or a 6-mi walk

- Average # of Participants: 300
- Sunday, April 30, 2023
- Danville, California



Climb Against the Odds: 3-day guided trip to summit Mt. Shasta's 14,179-ft. Peak

- Average # of Participants: 25
- June 12-16, 2023
- Mount Shasta, California



NEPP: 2-day challenging hike to the summit of Mount Washington

- Average # of Participants: 30
- September 9-11, 2022
- Pinkham Notch, New Hampshire



27th Annual Peak Hike: 6+ mile moderate hike

- Average # of Participants: 400
- October 15, 2022
- Marin Headlands, Point Bonita YMCA, CA
- In-person & virtual event Oct 15 @ any trail of your choice

Celebrate: At a Glance



30th Anniversary

This year BCPP turns 30 years young!

- Annual sponsor
- Campaign reach: 300,000
- Be one of our featured partners as we celebrate BCPP's milestone birthday.
- Create customized activation in March or any time this year including: email, social, webinar, special salon event, spotlight, digital activity, product giveaway, fundraising promotion
- Minimum: \$5,000 value

LUNAFEST-September 22, 2022

A national, virtual film festival of short films by, for, and about women.

- Average # of Participants: 250
- Email, social
- Minimum: \$1,000 value
- Ticket-level sponsorships & webinar sponsorship

Breast Cancer Prevention Month - October 2022

Brands that are deemed safe and aligned with our mission are featured in a cause marketing campaign during the month of prevention.

- Reach: 250K+ impressions
- Inclusion in 2 emails, 2+ social media tags across channels, 1 blog post inclusion
- Minimum: \$2,500 cash
- Partner content like IG and FB Live events

Giving Tuesday - November 29, 2022

Be our dedicated partner on Giving Tuesday!

- Total Impressions: 500K +
- Inclusion in 4+ emails, featured as co-branded Giving Tuesday Matching Partner, 5+ social media tags across channels, 1 blog post, chance to share a promo with our community
- Minimum: \$20,000 cash

Partner Spotlight or Other Themed Giving Day

- Reach: 50K Impressions
- Inclusion in 1 dedicated email & social posts, along with option to customize co-promotion.
- Minimum: \$5,000 value

A graphic for 'BCPP'S CLEAN V-DAY GIFT GUIDE'. It features a purple background with a white scalloped border at the top and heart icons. Below the title, there is a photo of a wooden tray with candles and a small gift. Text at the bottom reads 'Featuring 6 partners' and 'Promo codes + BCPP giveaways'.

**BCPP'S CLEAN V-DAY
GIFT GUIDE**

Featuring 6 partners Promo codes + BCPP giveaways

Clean Valentine's Day offers from BCPP's Partners to you!

This Valentine's Day, our partners in prevention are bringing you cleaner products that value your health and the planet. Check out the lovely products below! Inspired by our partners at Goodlight Candles, whose "mission is to provide truly affordable clean-burning candles while contributing to positive change in the world," we've curated fabulous offers from some of our favorite partners!

Educate: Get Involved

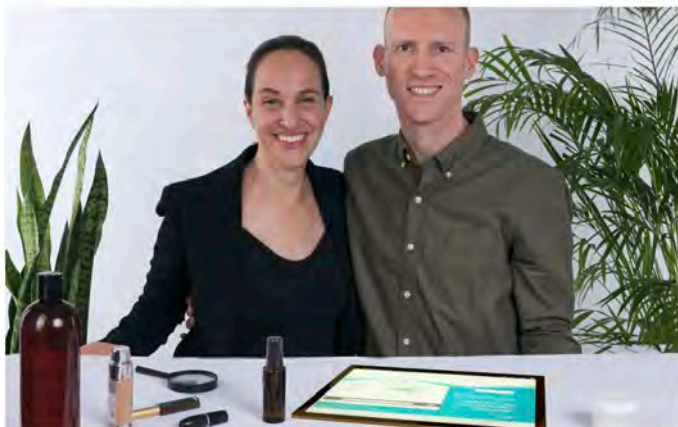
The following programs can be brought to your organization for engagement and learning to foster knowledge about prevention and help advance BCPP's lifesaving work.

- **Borrow Our Expertise**
- **Brown Bags Lunch & Learns**
- **Partner Webinars + Blogs**
- **Advocacy Training**

“Innersense Organic Beauty has doubled down on our commitment to preserving the health of stylists and consumers by uniting with BCPP, a true leader in science-based policy and advocacy. As co-founders, we support BCPP and their Campaign for Safe Cosmetics because they advocate for the health of consumers, workers, and the environment.

Joanne and Greg Starkman

How my wife's cancer led us to create an ingredient safety app for helping others



We got the wake-up call 4 years ago: my beloved wife Chen was diagnosed with breast cancer. We were shocked: why would a young and healthy yoga therapist, a vegetarian without a family history of cancer, get cancer?

[Read More](#)



4 Levels

Sponsorship

Platinum

\$10,000 + Presenting Sponsorship

Opportunity to be title sponsor of event, depending on event

Gold

\$5,000

Silver

\$2,500

Bronze

\$1,000 or less + Product

| | | | | |
|--|---|--|---|---|
|  | | | | |
| | Platinum | Gold | Silver | Bronze |
| Sponsor investment | \$10,000 | \$5,000 | \$2,500 | Optional cash donation |
| Sponsor Benefits | <ul style="list-style-type: none"> • Opportunity for Presenting Sponsor • Co-branded marketing • 10+ High Resolution Images • 2 dedicated Social Media Posts in Grid (IG) • 10+ Story mentions and/or Post Tags on event coverage and promotion (IG, LinkedIn, FB, Twitter) • 10x10 space or virtual equivalent • Opportunity for branding on-site, sponsor provides • Opportunity for Goody Bag inclusion • Event Participation (2-10 entries, varies per event) • 3:1 Logo on website landing page, promotional materials • Dedicated partner email (45K+) | <ul style="list-style-type: none"> • 5 High Resolution Images • 1 dedicated Social Media Posts in Grid (IG) • 5 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter) • 10x10 space or virtual equivalent • Opportunity for branding on-site, sponsor provides • Opportunity for Goody Bag inclusion • Event Participation (1-4 entries, varies per event) • 2:1 Logo on website landing page, promotional materials | <ul style="list-style-type: none"> • 3 High Resolution Images • 1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter) • Half of 10x10 space or virtual equivalent • Opportunity for Goody Bag inclusion • Event Participation (1 entry) • Logo on website landing page • Logo on website landing page, promotional materials | <ul style="list-style-type: none"> • Goody Bag inclusion • 1 Story mentions and/or Post Tags (IG, LinkedIn, FB, Twitter) • Opportunity for logo on website landing page, promotional materials |
| Sponsor opportunities | -Provide product Varies per event ~50-500 -Opportunity to provide incentive prizing | -Provide product Varies per event ~50-500 -Opportunity to provide incentive prizing | -Provide product Varies per event ~50-500 -Opportunity to provide incentive prizing | -Provide product Varies per event ~50-500 -Opportunity to provide incentive prizing |



Thank you!

Let's connect.

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@BCPPPartners